

Message Text

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ACTION EA-10

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SUBJECT: MARKET RESEARCH -- MOTOR VEHICLE MAINTENANCE AND
SERVICING EQUIPMENT, REPUBLIC OF CHINA

REF : STATE 025029 OF 2/4/75

SUMMARY: ALL OF THE FOUR FIRMS INVITED TO BID SUBMITTED PROPOSALS FOR CONDUCTING SUBJECT RESEARCH. BIDS RANGED FROM \$2,500 TO \$3,900. POST RECOMMENDS ACCEPTANCE OF BID BY PEAT, MARWICK, MITCHELL AND CO. END SUMMARY.

1. FOLLOWING FIRMS WERE INVITED TO BID ON SUBJECT RESEARCH:

MANAGEMENT CONSULTANTS CORP. (MCC); HARVARD MANAGEMENT SERVICE, INC. (HMS); CHINA CREDIT INFORMATION SERVICE, LTD. (CCIS); AND PEAT, MARWICK, MITCHELL AND CO. (PMM). EACH FIRM'S PROPOSED NUMBER OF INTERVIEWS AND PROJECTED COSTS ARE OUTLINED BELOW.

FIRM	COSTS	INTERVIEWS
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MCC	\$US 3,900	-- IMPORTERS	6
	\$NT148,005	-- LOCAL MANUFACTURERS &	
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RETAILERS

6

-- END USERS	8
-- TRADE ASSOCIATIONS	4
-- FOREIGN MANUFACTURERS &	
RETAILERS	3
-- GOVERNMENT TRADE OFFICIALS	2
-- CUSTOMS OFFICIALS	2
-- BANK OFFICIALS	2

TOTAL	33

HMS \$US 2,655.7 (DISTRIBUTION NOT SPECIFIED
\$NT100,650.00 IN PROPOSAL) 50

CCIS \$US 2,730.00 -- MOTOR VEHICLE MANUFAC-
\$NT103,467.00 TURERS 4
-- MOTOR VEHICLE MAINTENANCE
 EQUIPMENT MANUFACTURERS 10
-- REPAIR & BODY SHOPS 15
-- GARAGES 5
-- IMPORTERS 5
-- WHOLESALERS 8
-- GOVERNMENT OFFICIALS 2
-- TRADE ASSOCIATIONS 5
-- TRADE JOURNALS 3

TOTAL 57

PMM&CO. \$US 2,500.00 -- TRADE ASSOCIATIONS 2-3
\$NT 95,000.00 -- TRADE JOURNALS 1-2
-- GOVERNMENT OFFICIALS 2-3
-- SALES REPRESENTATIVES
 & IMPORTERS 5-7
-- DOMESTIC MANUFACTURERS
 & ENGINEERS 3-5
-- MAJOR END USERS/BUYERS 12-15

TOTAL 25-35

2. EVALUATION OF BIDS SUBMITTED.

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A. MCC'S PROPOSAL IS WELL PREPARED AND ITS STAFF IS HIGHLY
QUALIFIED TO CONDUCT THIS RESEARCH. THE FIRM WAS
RECENTLY AWARDED THE CONTRACT FOR THE "BUSINESS EQUIPMENT AND
SYSTEMS" GLOBAL MARKET SURVEY. HOWEVER, MCC'S BID PRICE
IS SOMEWHAT HIGH FOR THE NUMBER OF INTERVIEWS PROPOSED.

B. HMS'S BID PRICE IS ADEQUATE FOR THE NUMBER OF INTERVIEWS
PROJECTED; BUT THE BID PROPOSAL FAILS TO INDICATE WHOM THE

FIRM WILL INTERVIEW AND THE METHODOLOGY BY WHICH THE STUDY WILL BE PREPARED.

C. CCIS'S PROPOSAL SHOWS A GOOD GRASP OF SUBJECT MATTER TO BE RESEARCHED. THEIR PROPOSED PRICE IS ADQUATE FOR THE NUMBER AND DISTRIBUTION OF PLANNED INTERVIEWS. HOWEVER, POST'S PAST EXPERIENCE (CCIS'S SEPARATION OF "HOTEL AND RESTAURANT EQUIPMENT MARKETS IN TWMWAN") REQUIRE EXCESSIVE MANHOURS WITH CONTRACTOR TO CORRECT STATISTICAL, GRAMMATICAL AND STYLISTIC DEFICIENCIES. SUCH SUPERVISION WOULD NOT BE POSSIBLE UNDER EXISTING WORKLOAD AT CPLT.

D. PMM&CO.'S PROPOSED PRICE WAS LOWEST AMONG BIDDERS. IN VIEW OF THEIR PROPOSED NUMBER AND DISTRIBUTION OF INTERVIEWS AS WELL AS THEIR PROPOSED FORECASTING METHODOLOGY, POST FEELS PMM&CO. IS BEST QUALIFIED TO CONDUCT SUBJECT RESEARCH. IN NOVEMBER, 1974, PMM&CO. COMPLETED THE "AIR AND WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT" GLOBAL MARKET SURVEY FOR THE ROC. POST FOUND THAT THIS FIRM PRODUCES HIGH QUALITY WORK WITH A BARE MINIMUM OF SUPERVISION.

CONCLUSION: IN VIEW OF FOREGOING, POST RECOMMENDS THAT PEAT MARWICK MITCHELL AND CO. BE AWARDED SUBJECT STUDY. ONE COPY OF BID PROPOSALS WILL BE MAILED TO COMMERCE VIA APO AIR MAIL AND ANOTHER, BY COMMERCIAL AIR MAIL.

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